



PUBLIC RELATIONS

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For more information, contact:

Stefanie Santo, ssanto@fi.edu | 215.448.1152

INSPIRING PHILADELPHIA'S FUTURE STEM LEADERS

THE FRANKLIN INSTITUTE PRESENTS THE FOURTH ANNUAL

The Color of Science

*EXTRAORDINARY SCIENTISTS OF COLOR COME TOGETHER
TO SHOWCASE THE RANGE OF OPPORTUNITIES IN STEM FIELDS*

Philadelphia, PA, March 10, 2014 —The Franklin Institute brings together an extraordinary group of leading African-American scientists to share powerful stories of success and a passion for science and technology during the fourth annual Color of Science program. The two-day, free event on March 14-15 is designed to showcase the infinite opportunities available to the community in a variety of STEM fields by providing direct exposure to some of today's top scientists in an effort to inspire careers in science, technology, engineering and math.

The event begins on the evening of Friday, March 14 with a captivating public discussion led by The Franklin Institute's Senior Vice President of Science **Dr. Frederic Bertley** and Chief Astronomer **Derrick Pitts** and featuring **Dr. James Tarver**, Executive Director, Department of Chemistry at the University of Pennsylvania; **Dr. Christine P. Hendon**, Assistant Professor at Columbia University; and **Dr. Idris Stovall**, Mathematician and Director of STEM Youth and School Programs at The Franklin Institute.

The event continues on Saturday, March 15, when those scientists join their peers for public, hands-on science demonstrations in their individual field of expertise (*ranging from medicine and life sciences, to robotics and engineering*) throughout the museum. Students from the Science Leadership Academy, Discovery Charter School, the Global Leadership Academy, New Jersey Academy for Aquatic Science's CAUSE Program, Boys Latin High School, Overbrook Education Center and the Please Touch Museum's ACES Program will join the students of The Franklin Institute's youth programs, PACTS and STEM Scholars, for Saturday's event.

The Franklin Institute's youth programs - a suite of science enrichment, career development, and youth leadership programs available to under-served students in the Greater Philadelphia region support *The Color of Science* program, now in its fourth highly successful year with events taking place in cities across North America. The program is presented by The Franklin Institute in partnership with The Garvey Institute, an educational and enrichment institution.

The Color of Science two-day event at The Franklin Institute includes:

Friday, March 14 | 6:00pm

Introduction by **Dr. Frederic Bertley**, Senior Vice President of Science, The Franklin Institute, followed by one-on-one interviews and a lively discussion moderated by **The Franklin Institute's Chief Astronomer Derrick Pitts** featuring:

- **Dr. James Tarver**, *Executive Director, Department of Chemistry, University of Pennsylvania*
- **Dr. Christine P. Hendon**, *Assistant Professor, Structure Function Imaging Laboratory, Department of Electrical Engineering, Columbia University*
- **Dr. Idris Stovall**, *Director of STEM Youth and School Programs, Mathematician, The Franklin Institute*

Saturday, March 15 | 9am – 3pm

Interactive activities throughout the museum with notable scientists of color

- **9:30am Color of Science Laboratory (open to all museum visitors)**
Students and young museum visitors travel through the museum receiving passport stamps as they take part in science demonstrations by a number of leading African-American scientists.
- **12:30pm Lunch with the Scientists (invited students and youth groups only)**
Students join the featured scientists at round tables to learn about careers in science and discuss pathways to becoming a scientist.
- **1:15pm Students explore The Franklin Institute**

The Color of Science is part of The Franklin Institute's *Out of Africa* program – an ongoing series of events designed to create a dialogue about race. The event on Friday is free and open to the public, however space is limited. Advance registration is required; please call (215) 448-1200.



The Franklin Institute inspires future STEM leaders this weekend #ColorofScience #STEM



[@TheFranklin](#) is inspiring future STEM leaders of Philadelphia this weekend #ColorofScience

You Tube Video: The Color of Science

About The Franklin Institute

Founded in honor of America's first scientist, Benjamin Franklin, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. It is dedicated to creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its namesake. For more information, please visit www.fi.edu.